

# BREASTFEEDING Connections

October 2019

*This newsletter is intended to be viewed online in order to access the hyperlinks. In addition to receiving it via email, you can access the electronic version on our website. [www.Michigan.gov/Wic](http://www.Michigan.gov/Wic)*

## Breastfeeding Awareness Month Shout Outs

Thank you to all the local agencies who submitted highlights of their 2019 Breastfeeding Awareness Month activities/events. We couldn't be happier to share the amazing work you have done to promote breastfeeding in this issue! Thank you for all the work you do in helping WIC clients receive the best breastfeeding support and care available.



2019 Annual Breastfeeding Awareness Walk at the Capitol.

**Macomb:** We hosted our 6th annual Breastfeeding Fun Fair. It was our biggest success yet with 275 attendees! In addition to having local lactation resources, other maternal/infant programs, and raffle prizes, this year we added 15 minute activities such as infant massage, mom/baby yoga, infant safety (CPR & Choking), baby carrier demonstration and a dad relay.



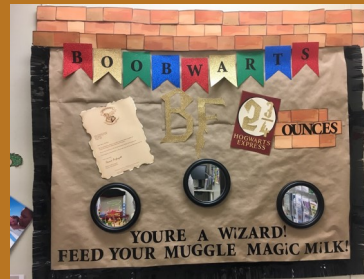
**CMDHD:** We helped host several Rock 'n Rest tents at our local county fairs. We also hosted four locations over three days for The Big Latch On. In total we had 29 moms providing breastmilk to 31 children and 128 people in attendance.

## NATIONAL BREASTFEEDING MONTH ACTIVITIES



**DHD #10:** In Manistee, on the evening of August 4, we had a potluck at the Manistee First Street Beach. Transition's Women's Wellness Center, and Jennifer Cameron, CNM, provided hot dogs, Christofferson Farms provided lots of fresh fruit, and a number of moms brought dishes to pass. Elizabeth Marie Photography and DHD #10 put together breastfeeding goodie bags for every mom in attendance with WIC outreach materials, gold BF ribbons, BF magnets, lanolin, breast pads, etc. About 35 people attended the potluck, with about 14 moms and babies participating in the photo shoot. We had clients come from Ludington, Cadillac, and all over the Manistee County area. The nurslings aged from 1.5 weeks old to almost 3 yrs. old. We also had about 8 older siblings there, all of whom have been breastfed. It was a lovely evening for all, and a great way to raise BF awareness. We also provided a BF-Friendly space at the Oceana County Fair this year.

**Delta-Menominee:** For Breastfeeding Awareness Month we put together seven giveaway gift baskets for Delta and Menominee counties. We had kids toy baskets and BF baskets with gas gift cards. All actively BF WIC moms automatically received one entry into the drawing. If the client met with the BF Peer Counselor for BF education they received one entry, and if they liked, commented and shared our Facebook post they received one entry. This giveaway reached many people and we had some very happy winners! The grand prize winner won a gas gift card, Kinde Milk Storage system, Medela accessories, a canvas breastfeeding tote, a water bottle, Haaka, a breastfeeding necklace, a car seat/BF cover and so much more!



**MMCAA:** Our Breastfeeding Walk was co-hosted by our local coalition that WIC is involved with. We had such a large turnout we had to take two photos to show the whole group. Our peer, Pili Nau, decorated our bulletin board and breastfeeding room for BF Awareness Month. MMCAA WIC also participated in the Rock and Rest Tent at the Midland County Fair.

**Community Action Agency:** CAA WIC hosted the Lenawee Latch On event to celebrate and support our breastfeeding moms and families. We had snacks, giveaways, face painting, sensory play, and community partners for families to engage with.



**Detroit:** Our breastfeeding baby shower, held August 29th, was absolutely epic. Many of our local news stations were present. BF Coordinator, Micia Eddins, planned a huge surprise for guests, local Detroit rapper, Kash Doll, came to discuss breastfeeding and the crowd was in awe!



**Great Lakes Bay:** We celebrated Breastfeeding Awareness Month with a 1<sup>st</sup> Annual WIC Stroll for Breastfeeding which included a ¼ mile stroll through Mission in the City Park located in the downtown Saginaw area. Signs with BF facts which were made by the Saginaw Breastfeeding Coalition, were placed along our Stroll. We had yummy fruit and yogurt parfaits and other healthy snacks which were purchased thanks to a donation from Meijer. Each participant was given a t-shirt supporting breastfeeding.



**St. Clair:** Our 5th Annual Breastfeeding Stroll was hosted on the first Tuesday in August. We had 20 local vendors present and greater than 75 families were in attendance. The weather was a little questionable but everyone who came down had a good time. The stroll featured a local Ob/Gyn (Dr. Lori Spisak) and a Kids Zone with activities for the children.

**Bay:** Bay County WIC along with McLaren Bay Region and local community partners collaborated on hosting their annual Breastfeeding Walk and Big Latch On event. Our theme this year was pirates. Amazing pirate-themed games including a treasure hunt, sailboat races and crafts as well as Mama massages, door prizes, raffles and lunch was provided.



**Berrien:** The Berrien County WIC office, in partnership with the Berrien County Breastfeeding Coalition, hosted the 4th annual Breastfeeding on the Bluff with 150 community members. The celebration included The Global Big Latch On, a face painter, a family photographer and breast cupcakes donated by a local bakery. We also partnered with SHINE Breastfeeding Club, and hosted the first annual Black Breastfeeding Week Picnic, including a photo-shoot to help normalize breastfeeding.

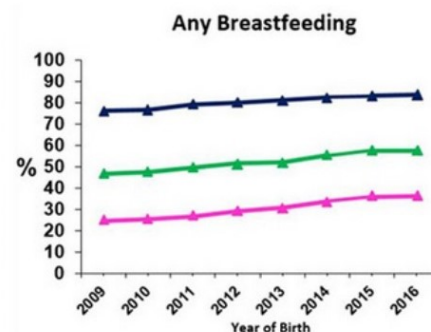
**Washtenaw:** We had about 50 people attend our annual Ice Cream Social/WIC Baby Shower. Each client attended a BF education session where three experienced breastfeeding caregiver panel members shared their stories. Multiple vendors were present to share information about their programs with clients and we were able to raffle off many prizes, which included baby blankets, baby necessities, and a brand new Maxi-Cosi car seat. Every WIC participant walked away with a goodie bag. Erica McLeod, our Breastfeeding Peer Counselor organized this event.



**Wayne:** We celebrated Breastfeeding Awareness Month with State-issued displays in our clinics. We also hosted a 'Meet and Greet your Breastfeeding Support Staff.' Lunch was provided along with prenatal breastfeeding classes and activities such as face painting and rock painting.

## UPDATED BREASTFEEDING RATES RELEASED

The Centers for Disease Control and Prevention (CDC) has released updated breastfeeding rates. The results page, "[Breastfeeding Among U.S. Children Born 2009-2016, CDC National Immunization Survey](#)," shows that based on 2016 births, 83.8% of infants were ever breastfed, 47.5% of infants are exclusively breastfeeding at 3 months, and 25.4% of infants are exclusively breastfeeding at 6 months. The rates are also broken down by state and socio-demographics like race, gender, maternal education, and WIC participation status.



## PATH TO IBCLC BY MISTEL DE VARONA

I became a Breastfeeding Peer Counselor 6 years ago to assist me in obtaining my 1,000 clinical hours, required to take the IBLCE exam. My original plan was to leave once I received these, but I fell in love with the WIC families, community health and my colleagues. I began my peer counselor experience in the MSUE BFI program with the amazing Pat Benton. When the program ended, I was thankfully hired directly for the WIC Peer Counselor Program. It was an honor being a peer counselor during my journey to become an International Board Certified Lactation Consultant (IBCLC). Most of my peer counselor career took place while I was either breastfeeding or pregnant!

I am currently an IBCLC with the Berrien County Health Department WIC Program, where I serve WIC families, perform outreach and leadership duties, and am involved in various coalition activities. My great achievement as an IBCLC is co-founding and co-chairing the Berrien County Breastfeeding Coalition. We do outreach activities and host the annual Breastfeeding on the Bluff. I have been involved in activities to normalize breastfeeding as part of the Berrien County Health Department's Strategic Plan, facilitated The Six Steps to Achieve Breastfeeding Goals for WIC Clinics, an in helping create SHINE Breastfeeding Club for Black families, ensured a breastfeeding friendly workplace and also mentored four colleagues on their journey to becoming IBCLCs. Currently, I am most excited about participating in the IDEA Team, a health equity committee working on internal and external systems.



## SURGEON GENERAL CALL TO ACTION:

### Marijuana unsafe during adolescence, pregnancy

The advisory comes as marijuana becomes more potent and more commonly found, and echoes the American Academy of Pediatrics (AAP) guidance that both groups avoid using it.

"This advisory is intended to raise awareness of the known and potential harms to developing brains, posed by the increasing availability of highly potent marijuana in multiple, concentrated forms, As THC concentrations rise, so to do the risks of addiction, anxiety, paranoia and psychosis." the report says.

About 9.2 million youths and young adults aged 12-25 years reported recent marijuana use in 2017, and fewer youths are viewing the drug as harmful, according to the report. But it can potentially impact the development of brain centers that control attention, memory and decision-making, and can lead to use of other substances.

Marijuana also may impact brain development in a fetus and should not be used by pregnant women, according to the advisory. It notes that exposure via breastmilk and secondhand smoke also can harm children.



## PEER SPOTLIGHT

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Greetings, my name is Tina McDonald. I have been the Breastfeeding Peer Counselor with District Health Department # 10's WIC Division for almost three years in Newaygo and Mecosta Counties (serving Grant, White Cloud and Big Rapids). I am the proud mother to three adult children and a twelve-year-old still at home. I also have the joy of eight grandchildren, several exclusively breastfed over a year.

After I attended a Breastfeeding Basics training, it became clear to me that I knew what I wanted to be when I grew up. Oddly enough, I was already in my late 40s, but eager to get started.

Some doors of opportunity, which I have had the honor and privilege of walking through, include our agency's partnership with Spectrum Health Gerber Memorial and Spectrum Health Big Rapids Hospitals. Many moms in our district are on WIC now because of this awesome opportunity! In my role, I have made weekly hospital visits where I meet many new mothers post-delivery. Some mothers I meet have decided not to breastfeed and I educate them on what to expect from their newborns. While others have decided to breastfeed and I help them on their breastfeeding journeys. I love being able to educate, empower, and encourage moms in meeting their breastfeeding goals.

I have also worked in my community by starting and facilitating breastfeeding support groups, organizing family picnics for Breastfeeding Awareness Month, and serving on two Breastfeeding Coalitions. Serving the community in these ways is something that I am very passionate about.

One recent peer counselor experience involved working with a client who had her third baby and desired to breastfeed him. She had challenges with her first two girls (twins), born prematurely whom she fed by exclusively pumping breastmilk for a year. She was determined to put her third child to the breast and exclusively breastfeed him for more than one year. However, she immediately experienced latching issues and failed to receive much needed support until she came to see me. This mom purchased a nipple shield out of desperation. I was able to identify some struggles during her WIC appointment and corrected how she positioned her baby and demonstrated some deeper latching techniques with her, but latching continued to be a struggle. I suspected after observing how he sucked that he may have a lip or tongue restriction, so I consulted with the CLS at our office, Debbie Hamler for more direction for the client. A lip tie was confirmed and the client was able to be referred to a health care provider to provide treatment for the restriction. Mom no longer needed the nipple shield and mom was able to reach her breastfeeding goal of nursing at least one year.

Another great opportunity I had last year was that I submitted an essay to the National WIC Association to attend the National WIC Conference in Chicago. I was one of four candidates selected for an all expense paid trip to attend. I served on a panel with three other WIC professionals chosen. Each of us did a presentation in front of an audience. Of course, I did mine on breastfeeding and the work I get to do. My personal goal is to achieve a certificate as a lactation specialist, counselor or educator.



## ASK WINNIE: PEER COUNSELOR Q & A

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*Dear Winnie,*

*What do I say to a mom who tells me she's not making enough milk?*

*Signed, Michigan Peer Counselor Extraordinaire*

Dear PC,

Let me begin by thanking you for your hard work and dedication to bring the most satisfying and successful breastfeeding accomplishments these moms can experience. Whether a mom struggles or sails through nursing, YOU make a difference and we all appreciate you so much.

**Set the tone of the discussion:** Start by raising mom's self confidence and reinforce that moms generally produce enough milk for their babies.

**Affirm mom's feelings with such statements as:** "What a great mom you are to be concerned about feeding times with your baby?" or "This is a common concern of new moms."

**Use open-ended probing questions to clarify her concern :** Good starter words may include: "What? How? and Tell me..." You might also ask, "What makes you feel like you have a low breast milk supply?"

**Use reflective probing questions with mom such as:** "You sound like you have concerns about your milk supply, tell me more about that."

Or, "I think what I hear you saying is that you are worried you aren't making enough milk, what makes you think that?"

**General questions to ask mom:** "How old is your baby?" "How many wet/dirty diapers does your baby have?" (Information gathering for CPA) "How often have you been supplementing your baby (if you have started) and with what?" "How are you managing stress in your life?"

If pumping: "When/why did this start?" "How have pumping sessions been going?" "How do your nipples/breasts feel after pumping?" "How does the baby's latch feel?"

Side Note: If painful, could be incorrectly latching, which may cause a low breast milk supply.

Other possibilities that may cause lower milk supply include the use of some types of birth control, hormonal issues such as Polycystic Ovarian Syndrome and thyroid issues – all of which need to be referred to your breastfeeding expert or IBCLC.

*Great Resources for studying the above issues further:*

*The Breastfeeding Answer Book, The Womanly Art of Breastfeeding (La Leche League), Making More Milk, Nancy Mohrbacher, <https://wicbreastfeeding.fns.usda.gov/breastfeeding-101>, Breastfeeding: A Parent's Guide, Amy Spangler*

Your Breastfeeding Partner,  
Winnie

**Listen, Observe, Validate, Empower.**

## CDC: DISPARITIES IN BREASTFEEDING INITIATION AND DURATION

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The Centers for Disease Control and Prevention (CDC) released a paper, *Racial Disparities in Breastfeeding Initiation and Duration Among U.S. Infants Born in 2015*, in the [Morbidity and Mortality Weekly Report](#) suggesting that disparities in the duration of breastfeeding are caused, in part, by disparities in breastfeeding initiation.

Surveillance estimates have consistently shown that non-Hispanic black (black) infants are less likely to breastfeed, compared with other racial/ethnic groups. Researchers found that differences in rates of breastfeeding at 3 and 6 months between black and non-Hispanic white (white) infants result, in part, from the lower rates of breastfeeding initiation among black infants. These findings suggest that interventions to improve breastfeeding initiation and support continuation among black mothers might be important in closing the black-white gap in breastfeeding duration.

Breastfeeding is the best source of nutrition for most infants, yet only one in four infants is exclusively breastfed, as recommended, by the time they are six months old. Given the importance of breastfeeding for the health of mothers and babies, CDC supports breastfeeding mothers through hospital initiatives, worksite accommodation, continuity of care, and community support initiatives through multiple programs including the [State Physical Activity and Nutrition \(SPAN\)](#) program. Additionally, CDC is helping to reduce disparities in breastfeeding through the [Racial and Ethnic Approaches to Community Health \(REACH\)](#) program, the only CDC program that explicitly focuses on reducing chronic diseases for multiple racial and ethnic groups in communities with high chronic disease rates. REACH strategies increase community support for breastfeeding by incorporating services into existing community support services.

Find out more about CDC's efforts to increase breastfeeding rates throughout the United States at [www.cdc.gov/breastfeeding/index.htm](http://www.cdc.gov/breastfeeding/index.htm). For questions, reach out to us at [DNPAOPolicy@cdc.gov](mailto:DNPAOPolicy@cdc.gov).

## ABM UPDATES CLINICAL PROTOCOL FOR BREASTFEEDING INFANTS WITH CLEFT LIP

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The Academy of Breastfeeding Medicine revised its [ABM Clinical Protocol #17: Guidelines for Breastfeeding Infants with Cleft Lip, Cleft Palate, or Cleft Lip and Palate](#). Recommendations for clinical practice include encouraging parents to breastfeed and provide breastmilk when possible; providing timely assessment and support; and implementing strategies to support breastfeeding. You can find all of the ABM Protocols [here](#).

## COFFECTIVE CORNER

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Just a reminder that this year we assembled a comprehensive list of Coffective training and educational materials available to WIC. In coaching conversations that we had with agencies over the past year and a half you collectively told us that you would like to see all the information organized in one place. In response to your requests, we created a document called "Cffective Materials Available to WIC Agencies". Please email Marji at [CyruLM@michigan.gov](mailto:CyruLM@michigan.gov) if you'd like a copy of this document.

We make several Coffective and WIC materials available to our community Maternal Child Health partners. We have also organized a list that you can forward to or provide to them in person called "WIC Materials Available to Michigan Maternal Child Health Partners". You can find it on the [WIC website](#). Our partners simply email [MDHHS-WICoutreach@michigan.gov](mailto:MDHHS-WICoutreach@michigan.gov) and we will mail them materials such as posters, training links and screensavers. In order to help you create connections, we'll cc the local Breastfeeding Coordinator and WIC Coordinator clinic in the email response. WIC staff should still order breastfeeding *publications* through e-forms. Breastfeeding *supplies* can be ordered at [MDHHS-WICbreastfeeding@michigan.gov](mailto:MDHHS-WICbreastfeeding@michigan.gov).

We have a dedicated Coffective Coach for Michigan that welcomes all opportunities to answer your questions about the education and materials and help you to determine which materials best fit your unique staff and client needs. Please reach out to Tina Cardarelli at [tina@coffective.com](mailto:tina@coffective.com) with your questions.

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Questions/Comments  
E-mail: [cyrulm@michigan.gov](mailto:cyrulm@michigan.gov)



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## TRAINING OPPORTUNITIES

- **Great Lakes Breastfeeding Webinar:** Tuesday, October 15th 1:00-2:00 (does not have to be watched live)  
*Click [here](#) to register.*  
**Topic:** “Counseling 101: Fundamentals of Breastfeeding Promotion, Protection and Support Across Disciplines”  
**Description:** Research supports the need for changes in health care practices related to breastfeeding care practices. Improving parental breastfeeding self-efficacy and prenatal education are targeted interventions aimed to improve breastfeeding success; but what happens when healthcare providers lack the necessary skills to support breastfeeding? Lack of support from health care providers is a common complaint voiced by breastfeeding families. This webinar will explore clinical and communication barriers to breastfeeding support and provide fundamental breastfeeding counseling concepts aimed to improve support and protection of optimal infant feeding.
- **Breastfeeding Basics** December 3-4, 2019 Lansing.  
*Register [here](#)*
- Free webinar: Working with Parents who Exclusively Pump” presented by Dee Kassing, MS, IBCLC
  - November 5th 9:30-11:00 am EST but can be watched 2 yrs from the initial air date for IBCLC, RN, RD contact hours.
  - Register by emailing Roberta Pondexter at [rpondexter@springfieldul.org](mailto:rpondexter@springfieldul.org)
  - Find more breastfeeding webinars that provide IBCLC, RN, RD, CLC/CLS contact hours. Register [here](#) and view topics. Thanks to the state of Illinois for sharing with us.
- **MIBFN Quarterly Network Meetings**  
*Register at [www.mibbreastfeeding.org/qnm/](http://www.mibbreastfeeding.org/qnm/)*  
Tuesday, December 3, 2019 Flint